



**Akoin**

**ABOUT**

**CAMPAIGN**

**ROADMAP**

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**TOKEN OF  
APPRECIATION**

**AKOIN PRC  
ME  
ENTREPRE  
AND CRYPT'  
EDUCATIOI  
TOOLS SO  
BUILD MY  
BUSINESS.**





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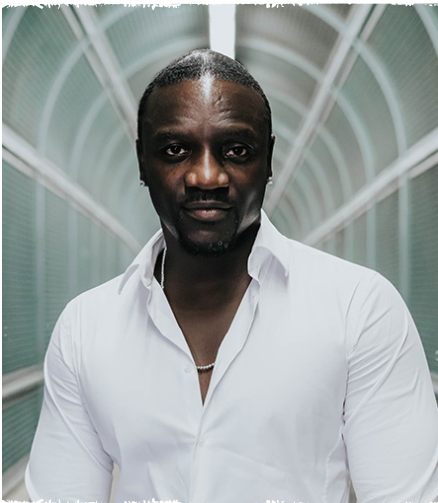
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## ABOUT AKOIN

# GROWTH ACROSS AFRICA AND THE WORLD



Akoin is a new cryptocurrency from global artist and visionary changemaker Akon and is the foundation of the Akoin Ecosystem – a unique global venture that offers an abundance of digital and real-life platforms and tools that create opportunity and inclusion for youth entrepreneurs by allowing consumers to earn, save, and spend cryptocurrency right from their smartphone through a suite of blockchain-powered apps.

Created by Grammy-



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grew Akon Lighting Africa to provide scaled solar power solutions throughout 18 countries to date in Africa; the Akoin Ecosystem's exclusive suite of sustainability and growth-building crypto-based apps offer immediate and ongoing new revenue-generating opportunities to stimulate micro-exchanges and financial stability.

## **THE PROBLEM**

**NEED FOR ACCESS  
TO BUSINESS &  
EDUCATIONAL  
TOOLS &**



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# GENERATING OPPORTUNITIES

- Young entrepreneurs in Africa face real hardships in creating and building businesses – problems that have hampered sustained development for too long.
- Global brands, likewise, face similar challenges that prevent their successful entrance and acceptance on the continent.
- Over half of Africa's population today is under 25, but despite the improvements in smartphone technology and the internet have brought, most still face limited access to global innovation and opportunities.
- Currency instability and inflation and a lack of banking services are at the heart of the African entrepreneur's dilemma.
- Challenges in trade and movement of money hamper growth and the need for access to high-quality education and



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## **SOLUTION**

The Akoin Ecosystem unlocks the potential of the world's largest emerging economy through the creation of a trusted cryptocurrency with a vision to stimulate and innovative, revenue-generating opportunities that stimulate and support youth entrepreneurship, economic stability, and growth across Africa and the world.

**LEARN MORE**

## **TOKEN OF APPRECIATION**



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raising no less than \$1M USD to fund the building of the Akoin platform and launch of the Akoin cryptocurrency, the technical heart of the Akoin ecosystem, and help jumpstart our philanthropic programming (learn more about all of our ToA goals and programming plans here:

<https://www.akoinfoundation.org>).

Our goal is to release the Akoin token for sale by early Q3 2019 at a release price per token of .50 (or 50 cents) and in success of our Akoin Foundation ToA campaign. Thank you for joining and supporting the Akoin mission and movement!

To show our #appreciation, for every \$1 USD donation made during the Token of Appreciation (ToA) campaign ( up to \$1M USD raised), donors will receive 4 Akoin cryptocurrency 'tokens' of appreciation! After we reach our \$1M USD goal, TOAs will be gifted at different tiers (you can read more about these tiers in our [FAQs](#))

**TOKEN OF  
APPRECIATION**



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**Q1: PRIVATE RAISE,  
ESTABLISH FOUNDATION  
& PARTNERS**

Jan 2019 – Mar 2019

Private Raise (Equity, Token, Donations)  
Whitepaper / Explainer Video  
PR / Media / Events Launch  
Secure Dapp / App Launch Partners  
Foundation Established

**Q2: TOKEN/WALLET &  
PILOT LAUNCH**

Apr 2019 – June 2019

Token Sale / Wallet & GTM  
Pilot Platform Launch  
Akoin Exchange Listing  
Foundation Programs Build  
DApp / App Partner Expansion (ongoing)

**Q2: TOKEN OF  
APPRECIATION (TOA)**

May 2019

Foundation Live  
Token of Appreciation Campaign  
Launch

**Q3: PLATFORM  
LAUNCH & DEVELOPER  
NETWORK**

Jul 2019 – Sep 2019

Akoin Platform Launch / Roadshow  
Akoin Africa Accelerator / Festival  
Mobile Platform Partnership  
Deploy Foundation Programs  
DApp Developer Network Build



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Oct 2018 Dec 2018

Crypto City Design / Integration

# UNIQUE ECOSYSTEM BRINGS TOGETHER DIGITAL AND REAL-LIFE TOOLS & SERVICES

Our unique ecosystem brings together digital and real-life tools & services to empower consumers to earn, save and spend cryptocurrency while providing an opportunity for entrepreneurs and brands.

MARKETPLACE

**PARTNER  
DAPPS**  
(Apps)

**CURRENCY  
EXCHANGE**





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with crypto discounts and reward programs for users.

## EXCHANGE

Multi-currency wallet and private exchange providing a secondary market for DApps crypto-currencies to trade in / out of Akoin, aka consumerization.

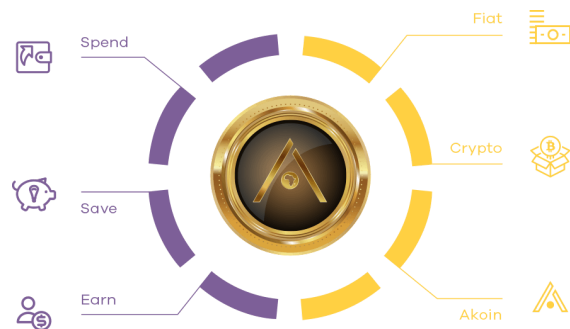
## TRUSTED CURRENCY

Akoin trusted cryptocurrency for transacting within the marketplace; exchanging into pre-paid minutes and/or local fiat; and a strong (less volatile) currency that holds value.

## MARKETING

Massive marketing platform for Brands and Foundations; increasing Akoin and DApp/App partner adoption.

## OUR PLATFORM





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## **BRAND PROGRAMS**

We fuel youth entrepreneurship through innovative brand and foundation driven campaigns and programs launched on our eco-system, Africa and the world. These campaigns transform the world of the next generation of entrepreneurs through a blend of digital and in-real-life experiences and advertising. Our hybrid business structure allows for brands and foundation-supported campaigns that can (if needed) be 100% tax-deductible.

**RAFFLES**

**GAMES  
&  
CONTENT**

**SOCIAL  
SHARING  
CAMPAIGN**

**USER  
GENERATED  
CONTENT**



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# ENTREPRENEUR BUILDING BLOCKS

Providing Akoin based-integrated DApps / Apps (Crypto Apps) as building blocks for youth entrepreneurship in developing countries



## CRYPTO BASE



## FINANCIAL SERVICES



Digital Currency

Mobile Phone

Minutes Trading

Cash In / Cash Out

Remittances / Transf

Establish Credit

Micro - Landing

Financial Asset Servi





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## AKOIN TOKEN

# AKOIN IS THE EXCLUSIVE CURRENCY OF THE AKOIN ECOSYSTEM

Our model is unique as we strive to create a more stable and trusted currency for the people of Africa, and our platform has been built to reflect this vision.

### TOKEN OF APPRECIATION

## TOKEN SUPPORTED BY A GROWING POOL OF ASSETS

(Akoin cryptocurrency supported by a pool of assets; and world class asset management, market making and hedging strategies)

## CURRENCY EARNING / CASH IN-OUT

(Akoin DApp earning opportunities; with cash in-out at Corner Market, Banks, ATMs, Point of Sale and

## MANAGED GROWTH & LESS VOLATILITY

(Akoin token economics manages for token velocity and growth for less volatility)

## CURRENCY SPENDING

(Akoin growth, managed velocity and reputation as a trusted currency with a vision will create demand and



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## MEET THE PLAYERS

### Team



Akon



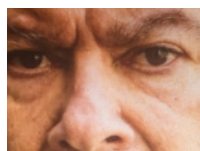
Jon  
Karas



Lynn  
Liss



Khady  
Thiam  
Gueye





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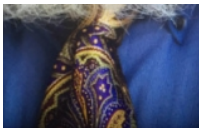
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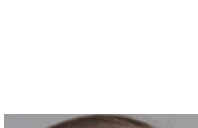
Mike  
Tankel



Carl  
Bressler



Andrew  
Karas



Makenna  
Cross

Advisors



Tony  
DiMatteo



Ann  
Rosenberg



Venus  
Brown



Olivier  
Saidi



Dan  
Sloan



Tom  
Meredith



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## OUR PARTNERS

Through our unique  
eco-system of  
entrepreneur building  
crypto-powered DApp /  
App partners;  
consumers can earn,  
save and spend  
cryptocurrency with  
immediate Akoin  
conversion between  
our partners  
cryptocurrency.

Our custom Partner  
Accelerator Program  
offers continuity and  
opportunity for brands  
to interact with new  
consumers based on a  
proven track record in  
18+ countries;  
established  
relationships with the  
public sector, NGOs  
and media.

If you'd like to talk to us  
about partnership





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## **FREQUENTLY ASKED QUESTIONS**

**GENERAL**



**MARKETING**



**SAFETY**





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The  
**INDEPENDENT**

**Newsweek**

Akon Crypto City – set  
to be built in the country  
of his birth...

Internationally renown  
musician Akon has  
launched his own...

It'  
yc  
cr

**READ**

**READ**

**FOUNDATION**



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economies, to start and build businesses and create sustainable communities. We believe that developing young entrepreneurs is the best way to promote innovation, economic stability, and growth across Africa, and, ultimately, the world. Read more about Akoin Foundation here:

<https://www.akoinfoundation.org>.

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Terms and  
Conditions

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